

**AMENDMENTS TO THE CLAIMS****Claim 1-18 (canceled)**

**Claim 19 (currently amended):** A method of managing access to an attraction in an entertainment environment, comprising:

establishing a first queue by which one or more patrons may access the attraction in a first-in first-out order;

establishing a second queue by which one or more patrons may access said attraction in a manner which avoids the first queue;

receiving from a patron a priority request for an allocation of a return time time entry into the attraction via the second queue, the priority request being received at computer that determines a number of patrons allowed to enter the attraction;

transmitting to the patron a response that includes available at least one return times time to the second queue attraction, the available return times time being dynamically determined by a computer derived from an available time to enter the attraction via a plurality of factors such that a wait time of the second queue is less than a wait time of the first queue determined by the computer;

receiving a selection of a return time from the available return times, the selection being made by the patron in response to the transmitted available return times for the attraction; and

permitting the patron to access the attraction via the second queue at a time indicated by the return time.

**Claim 20 (previously presented):** The method of claim 19, wherein the patron enters the priority request on a wireless device.

**Claim 21 (previously presented):** The method of claim 19, wherein the patron enters the priority request on a cellular telephone.

**Claim 22 (previously presented):** The method of claim 19, wherein the patron is provided access to the attraction based on a keying operation performed on a wireless device.

**Claim 23 (previously presented):** The method of claim 19, wherein the patron is provided access to the attraction based on a keying operation performed on a cellular telephone.

**Claim 24-27 (canceled)**

**Claim 28 (currently amended):** A method of managing access to an attraction, comprising:

establishing at least one first queue by which one or more customers may access the attraction generally in an order in which customers access said at least one first queue;

establishing at least one second queue by which one or more customers may access said attraction in a manner which avoids said at least one first queue;

distributing media to said customers, said media having an assigned time in the future associated therewith at which time said customer may access ~~said attraction via said~~ at least one second queue, ~~said media having assigned times wherein said assigned times are based on a determination of a next available time, as time is determined at the time of issuance such that a wait time of the second queue at the assigned time is less than a wait time of the first queue at the assigned time;~~ and

permitting the customer to access ~~said attraction via said~~ at least one second queue at said assigned time in the future when a customer presents the media.

**Claim 29 (previously presented):** The method of claim 28, wherein the media issued to the customer is distributed wirelessly to a device in the customer's possession.

**Claim 30 (previously presented):** The method of claim 29, wherein the customer is provided access to the attraction based on a keying operation performed on the wireless device.

**Claim 31 (previously presented):** The method of claim 29, further comprising validating the media using a validation identifier displayed on a screen of the wireless device.

**Claim 32 (previously presented):** The method of claim 31, wherein the validation identifier displayed on the screen of the wireless device comprises a bar code.

**Claim 33 (previously presented):** The method of claim 28, further comprising distributing the media to a cellular telephone in the customer's possession.

**Claim 34 (previously presented):** The method of claim 33, wherein the customer is provided access to the attraction based on a keying operation performed on the cellular telephone.

**Claim 35 (previously presented):** The method of claim 33, further comprising validating the media using a validation identifier displayed on a screen of the cellular telephone.

**Claim 36 (previously presented):** The method of claim 35, wherein the validation identifier displayed on the screen of the cellular telephone comprises a bar code.

**Claim 37 (currently amended):** The method of claim 19, further comprising receiving wherein the patron presents a display of the return time for validation of the return time, the return time being displayed on a screen of a cellular telephone.

**Claim 38 (currently amended):** The method of claim 19, further comprising receiving wherein the patron presents a display of the return time for validation of the return time, the return time being displayed on a screen of a wireless device.